



		Select your <b>Five</b>	<b>Ag Info Market Topics</b> Concurrent 20 Minute Presentations (1:15 pm – 3:15 pm)
Presenters	Table	Topics	
<b>Ted Darling</b> Risk Management Specialist Alberta Agriculture and Food 403-948-8524	1.	<b>FIR\$T: the Feedlot Investment Risk Simulation Tool.</b> See how FIR\$T, a unique computer program, analyzes the risk and return associated with feeding cattle. <a href="http://www.agriculture.alberta.ca/FIR\$T">http://www.agriculture.alberta.ca/FIR\$T</a>	
<b>Pat Ramsey</b> Opportunity Analyst Alberta Agriculture and Food 403-652-8303	2.	<b>Beef branding strategies that sell.</b> Consumers worldwide are driving changes in how we market beef. Discover how to use consumer trends and link to existing branded beef programs to sell your beef. <a href="http://www.agriculture.alberta.ca/">http://www.agriculture.alberta.ca/</a> Search: Choices for Consumers	
<b>Merle Good</b> Provincial Tax Specialist Alberta Agriculture and Food 403-556-4237	3.	<b>Increase your competitiveness through unique business structures.</b> Setting up the right business arrangement can boost your bottom line. In this session we'll explore concepts like the pros and cons of a partnership versus incorporation and the tax implications.	
<b>Bert Dening</b> Business Development Officer Alberta Agriculture and Food 780-674-8247	4.	<b>Cash in on direct marketing opportunities.</b> Rising consumer income, changing demographics and health conscious lifestyles are shifting consumer preferences and creating niche markets for livestock producers. See how you can get in on the movement. <a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Direct Marketing Resource Guide	
<b>Rick Frederickson</b> Traceability Initiatives Alberta Agriculture and Food 780-427-4589	5.	<b>Taking advantage of livestock traceability and beef age verification.</b> Learn how livestock traceability and age verification can be an asset in exporting your product and how health conscious Canadian consumers are driving traceability and age verification here at home. <a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Age Verification Information	
<b>Ron Hockridge</b> Financial Business Analyst Alberta Agriculture and Food 780-980-4235	6.	<b>CropChoice\$ – Reach your business targets through risk management.</b> How to use CropChoice\$ computer software to evaluate the effects of different risk management strategies. These include varying your crop mix, buying crop insurance and negotiating land rental agreements. Check out this year's updates. <a href="http://www.agriculture.alberta.ca/cropchoices">http://www.agriculture.alberta.ca/cropchoices</a>	
<b>Bill Chapman</b> Agronomist – Cereals Alberta Agriculture and Food 780-674-8258	7.	<b>New value chain for quality barley - Shochu.</b> Investigate this new market for quality barley that is fermented then distilled in to Shochu, a new type of liquor sold in Japan. For information on growing shochu barley contact: <a href="mailto:bill.chapman@gov.ab.ca">bill.chapman@gov.ab.ca</a>	
<b>Don Salmon</b> Bio-Industrial Crops Alberta Agriculture and Food 403-782-8694	8.	<b>Opportunities with winter and spring triticale.</b> (TBA – 3 lines) <a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Triticale in Sustainable Cropping Rotations	

<p><b>Trevor Kloeck</b> Development Officer Alberta Agriculture and Food 780-427-2347</p>	9.	<p><b>Reap the benefits of flax - a whole-crop opportunity.</b> An oil and fibre commodity in industry, a health-promoting ingredient in consumer-based foods and an animal performance ingredient in feed. Discover the diverse uses of flax fibre and seed in business and consumer markets. Find out how to get in on a “whole crop” opportunity. Research: <a href="http://www.arc.ab.ca/">http://www.arc.ab.ca/</a> or <a href="http://www.flaxcouncil.ca/">http://www.flaxcouncil.ca/</a> International Conference: <a href="http://www.flaxbast2008.com/">http://www.flaxbast2008.com/</a></p>
<p><b>Shirzad Chunara</b> Development Officer Alberta Agriculture and Food 780-422-2550</p> <p><b>Mark Olson</b> Development Specialist Ag Research Division 780-422-3825</p>	10.	<p><b>Rediscovery of nature’s wonder crops: grain legumes.</b> Inclusion of grain legumes (pulses) in cropping systems will make a positive contribution to the economic and environmental sustainability of our producers and processors. Come here about the exciting ideas from the 6th European Grain Legumes Conference held in Portugal and national strategies presented at the Pulse Symposium, in Toronto. <a href="http://www.pulsecanada.com/">http://www.pulsecanada.com/</a> and <a href="http://www.pulse.ab.ca/">http://www.pulse.ab.ca/</a></p>
<p><b>Mohyuddin Mirza</b> Business Development Alberta Agriculture and Food 780-415-2303</p>	11.	<p><b>Investing in greenhouses: what you should know.</b> The Alberta greenhouse industry has been expanding both in the areas of vegetables and ornamentals - including bedding plants, ornamentals and garden centres. Find out the current status of the greenhouse industry in Alberta and how to get started in this business. <a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Greenhouse Business</p>
<p><b>Judy Zastre</b> <b>Monica Blaeser</b> Grower Members, Rhodiola rosea Commercialization Team 1-888-986-0262 toll free</p>	12.	<p><b>Growing Rhodiola rosea in Alberta</b> Over 50 Alberta farmers have been growing Rhodiola rosea, a traditional natural health product, for 2-3 years for the Rhodiola rosea Commercialization Team. The Alberta Rhodiola rosea Growers Organization (ARRGO), a new generation cooperative, has recently been formed. Come and learn how and why to grow Rhodiola rosea as a crop. <a href="http://www.arrgo.ca">www.arrgo.ca</a></p>
<p><b>Manjula Bandara</b> Special Crops Research Alberta Agriculture and Food 403-362-1355</p> <p><b>Lynn Lee</b> Graduate Research Assistant Special Crops Program</p>	13.	<p><b>Fenugreek: premium crop for a premium life.</b> Explore the opportunities of fenugreek as a special crop in Alberta. We will briefly introduce this promising crop, and share our knowledge on some of its growing factors. Discover its commercial potential as a functional food, a source of nutraceuticals and a forage crop and how you can cash in on the premium for high-quality seeds. <a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Fenugreek</p>
<p><b>Keri Sharpe</b> Business Development Alberta Agriculture and Food 780-968-6556</p>	14.	<p><b>Organic opportunities.</b> Organic agriculture is the fastest growing sector and is driven by consumers demand. Learn about what is involved in organic production and the opportunities that exist in Alberta. <a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Going Organic or Consumer Trends in Organic Food</p>
<p><b>Janice McGregor</b> New Venture Coach Alberta Agriculture and Food 780-968-3553</p>	15.	<p><b>Finding Success in Food Service</b> - Locally sourced foods are in demand in the food service market. Successful producers who can provide the consistent quality, quantity and variety demanded by chefs, food service operators and food service distributors will find a ready market for their products. We will discuss food service requirements and how producers can tap into this local market. <a href="http://www.dinealberta.ca">http://www.dinealberta.ca</a> Search: Dine Alberta Producer Information - Selling local foods to restaurants and foodservice</p>

<p><b>Kathy Bosse</b> New Ventures Specialist Alberta Agriculture and Food 403-742-7543</p>	16.	<p><b>New ventures: nothing ventured, nothing gained.</b> Gathering information before you start a new venture can save you time and money. This session will provide you with tips and steps to put your product in your customers' hands.</p> <p style="text-align: right;"><a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Starting and Growing a Business or Market Research</p>
<p><b>Jim Rose</b> Marketing Manager Alberta Agriculture and Food 403-697-3137</p>	17.	<p><b>Defining your category, understanding the market and getting your products to retail.</b> We'll be looking at the various types of food categories you can get into, what retailers are looking for in a potential supplier and what it takes to get your new product onto retail shelves.</p> <p style="text-align: right;"><a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Market and Consumer Analysis Unit</p>
<p><b>Eileen Kotowich</b> Business Diversification Alberta Agriculture and Food 780-853-8223</p>	18.	<p><b>Farm direct marketing: an opportunity for producers to consider.</b> Learn how to use farmer's markets as a marketing and distribution channel for your product(s). Hear about industry growth and the consumer trends that continue to impact it and push this industry forward.</p> <p style="text-align: right;"><a href="http://www.sunnygirl.ca">www.sunnygirl.ca</a></p>
<p><b>Darcy Peters</b> Retail Marketing Specialist Alberta Agriculture and Food 780-980--4228</p>	19.	<p><b>Agri-Food CEO Clubs – How they work and how to get involved.</b> This presentation will showcase the history and successes to date of the Edmonton and Calgary Agri-Food CEO clusters. It will show that by working together, businesses can overcome issues affecting their success.</p> <p style="text-align: right;"><a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Market Clippings Marketing Clubs</p>
<p><b>Larry Lindquist</b> Farm Financial Management and Analysis Consultant 780-483-3055 <a href="mailto:lindql@shaw.ca">lindql@shaw.ca</a></p>	20.	<p><b>Farm Business Assessment (FBA): gain a better understanding of the financial side of your farm business.</b> Discover how an FBA can provide critical information for making business decisions. Find out how a qualified consultant can work with you to develop statements, create projections, explore alternatives and compare your financial numbers to industry benchmarks.</p> <p style="text-align: right;"><a href="http://www.lindquistprofessionalservices.ca">www.lindquistprofessionalservices.ca</a></p>
<p><b>Brad Salomons</b> Project Manager Agriculture and Food Council 780-955-3714</p>	21.	<p><b>Agri-Business Networks: bringing producers together.</b> The best way to generate great business ideas is to gather the right people at the right place in the right way. Find out how the Agriculture and Food Council matches producers and creates forums. Join a group of professional producers to exchange ideas, share business strategies and look for promising markets.</p> <p style="text-align: right;"><a href="http://www.agfoodcouncil.com">http://www.agfoodcouncil.com</a></p>
<p><b>Charles Young</b> Online Education Coordinator Alberta Agriculture and Food 780-427-4316</p> <p><b>Jodi Drozda</b> Project Coordinator Alberta Agriculture and Food 780-644-5379</p>	22.	<p><b>Agriculture education and training initiatives in Alberta.</b> The Agricultural Education and Training Branch is encouraging the use of best practices in farming with eight new projects. Learn about the new resources available to you as a producer to help grow and develop sustainable agriculture in Alberta.</p> <p style="text-align: right;"><a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Agricultural Education Resource Directory</p>

<p><b>Marian Williams</b> Industry Development Officer Alberta Agriculture and Food 780-679-5168</p>	<p>23.</p>	<p><b>Agri-Preneur Scholarship - supporting leadership development and mentorship training.</b> The Agri-Preneur Scholarship supports continuous learning and innovative educational opportunities for Alberta agri-preneurs . If you are a farm direct marketer, ag tourism operator or farmers' market manager find out how to get sponsorship for attending educational out-of-province, national and international conferences, tours or workshops. For an application and guidelines: <a href="http://www.exploredirect.ca">www.exploredirect.ca</a> Link: Scholarships and Awards</p>
<p><b>Kerriane Koehler-Munro</b> Climate Change Program Planner Alberta Agriculture and Food 780-427-3628</p>	<p>24.</p>	<p><b>Alberta's carbon credit offset market: making it work on the ground.</b> Alberta is the first jurisdiction in North America to implement legislation to reduce Greenhouse Gas (GHG) emissions of large emitters. There are three compliance options in achieving reduction, one of them being to purchase Alberta made carbon offset credits. Therefore the agricultural industry has a significant opportunity in this emerging offset market. <a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Agriculture in the Alberta Carbon Market <a href="http://www.carbonoffsetsolutions.ca">http://www.carbonoffsetsolutions.ca</a></p>
<p><b>Dan Moe</b> Regional Team Leader (Central) The Alberta Environmental Farm Plan Co. 1-866-844-2337</p>	<p>25.</p>	<p><b>How to make the most of an Environmental Farm Plan.</b> As consumers and the markets place more emphasis on protection of the environment and safe food production, farmers are adapting to these new realities. We will outline how to use the Environmental Farm Plan risk assessment tool to identify environmental strengths and weaknesses on your farm and provide tips on implementing Beneficial Management Practices on your farm. <a href="http://www.albertaefp.com/">http://www.albertaefp.com/</a></p>
<p><b>Graham Gilchrist</b> Farmers' Advocate Alberta Agriculture and Food 780-427-7956</p>	<p>26.</p>	<p><b>Surface lease agreement pricing: assessment tools.</b> This presentation will provide information on how to gauge and measure an offer of a surface lease agreement by an energy company. The maps will be for 2007, 2008 and 2009. As producers manage their real estate enterprise, historical prices for energy development are just one way to plan and price access. <a href="http://www.agriculture.alberta.ca">http://www.agriculture.alberta.ca</a> Search: Negotiating Surface Rights</p>

## The Ag Info Market - Select your 5 topics!

The [Ag Info Market](#) is your chance to shop around for information on business tools, government programs, projects and services available to you.

- Choose five sessions that interest you most.
- Find the table number that corresponds with your first choice.
- After 20 minutes, a 'switch' will be announced, and you move to your second selection.
- Attend up to five sessions in a two-hour period.
- Are you here with a family member or business associate? Split up to cover more ground, then share what you learned.